

IN THE CLAIMS:

The following is a complete listing of the claims. Please amend the claims as follows.

1-5. **(Cancelled).**

6-21. **(Cancelled).**

22. **(Currently Amended)** ~~The method of claim 14, wherein said non-linear mapping is~~ A method for automatically selecting at least one element of a set of content items for presentation to a user through a device, comprising:

determining a current context of said device, wherein said context has at least one dimension;

automatically determining a relevancy value for each element of said set of content items with respect to said current context;

automatically generating a probability value for each element of said set of content items from said relevancy values by mapping said relevancy value to an unadjusted probability value, wherein said mapping is a non-linear mapping defined by the equation:

Unadjusted Probability Value = $e^{(A \times (\text{Relevancy Value}) + B)}$ wherein A is a scale value and B is an offset value;

probabilistically selecting at least one of said plurality of content items in accordance with each item's probability value; and

presenting said at least one selected content item to said user through said device.

23. **(Currently Amended)** ~~The method of claim 16,~~ A method for automatically selecting at least one element of a set of content items for presentation to a user through a device, comprising:

determining a current context of said device, wherein said context has at least one dimension;

automatically determining a relevancy value for each element of said set plurality of content items with respect to said current context;

automatically generating a probability value for each element of said set of content items from said relevancy values by mapping said relevancy value to an unadjusted probability value;

adjusting said unadjusted probability value to generate an adjusted probability value by suppressing the unadjusted probability values of content items having similar, unadjusted probability values to generate the adjusted probability value, wherein said adjusted probability value is generated by the relations:

$$\text{Adjusted Value}(k) = \text{Unadjusted Value}(k) / \text{Correction}(k)$$

$$\text{Correction}(k) = \text{Sum}\{j = 1 \text{ to } n\} (1 / (1 + (\text{Unadjusted Value}(k) - \text{Unadjusted Value}(j))^4))$$

wherein Unadjusted Value(k) is the unadjusted probability for item "k", "n" is the number of said content items, and "j" is an index of iteration of unadjusted values;

probabilistically selecting at least one of said plurality of content items in accordance with each item's probability value; and

presenting said at least one selected content item to said user through said device.

The Applicants submit that the foregoing amendments add no new matter to the application.